

Kyra Wells

*Community Driven
Creative Leader*





Hi, I'm Kyra _____

A literal cheerleader of all things creative

-Creative projects, creative people, creative communities. I'm passionate about sparking and nurturing them all. I've spent the extend of my career helping individuals and businesses bring their ideas to life through storytelling—whether in design, marketing campaigns, brand identities, social media content and more.

And it doesn't just stop there, I'm committed to helping emerging creatives harness that power of their own. Through events, workshops, and lectures, I equip creatives with the tools to tell their own stories and make an impact. Because real change isn't just seen—it's felt and experienced.

That's why I've built partnerships across business, education, and nonprofit sectors to push creativity forward, always with community at the center. Whether I'm leading a project, fostering connections, or bringing imaginative energy to new challenges, my mission remains the same: to champion creativity and the people behind it.

My Core Values are:

- **Community** I believe that creativity thrives in community. I seek to create a sense of belonging & nourish the rich tapestry of our community
- **Creativity** I believe creativity is a powerful force for change, sparked by necessity and driven by a challenge to the status quo. I believe in its ability to transform and inspire.
- **Education:** People thrive when they have the right tools. I'm committed to equipping others with the knowledge and resources they need to succeed.
- **Accessibility** No gatekeeping. I believe in openness, sharing experiences, and passing on knowledge to uplift and empower others.

Select Professional Experiences



Creative Marketing Designer + Art Director *American Greetings*

Art Direction • Campaign Creative • Social Media Content • Brand Marketing

- Develops trend-forward creative assets for advertising, social media, and marketing initiatives.
- Cross-functional leadership and collaboration with editorial, photo studio, video production, social media manager and freelance creative for the development of compelling visuals that effectively communicate brand narratives and drive consumer engagement.
- Identified and corresponded with freelance illustrators and designers, assessing their portfolios and expertise to ensure alignment with project needs and brand aesthetics.
- Provided detailed specifications to freelancers, clearly outlining project requirements and expectations to facilitate accurate and timely deliverables.
- Managed follow-up tasks, including invoicing and securing necessary legal transfer of work rights, to ensure seamless project completion and compliance with contractual agreements.

Key results:

- Created top performing social media videos of 2024, with engagement rates reaching **66%**
- Conceptualized and executed innovative marketing campaigns for **14** American Greetings brands.
- Lead creative direction for Walmart, Kroger, and Meijer, HEB Campaigns which supported securing **4** business contracts



american greetings

Select Professional Experiences



Brand Manager Breakthrough Sounds

- Directed comprehensive brand strategy, overseeing brand development, creative, positioning, and messaging to enhance market presence and drive audience engagement across digital platforms.
- Provide art direction and over-site of media production team in the execution of photo and video creative assets ensuring brand alignment to maximize awareness and reach.
- Researched and implemented emerging social media video trends

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- Brand Strategy
 - Marketing Creative
 - Art Direction



Brand Strategist & Designer Seven Pillars Design Co.

- Led brand strategy initiatives, conducting market research to develop impactful visual identities & creative assets
- Managed end-to-end project lifecycles, ensuring timely execution, budget adherence, and alignment with client objectives.
- Hired and collaborated with freelance creatives to translate brand visions into compelling visual narratives that drive engagement and differentiation.

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- Brand Strategy
 - Visual Communication & Design
 - Project Management



Media Producer & Designer Act 3 Creative

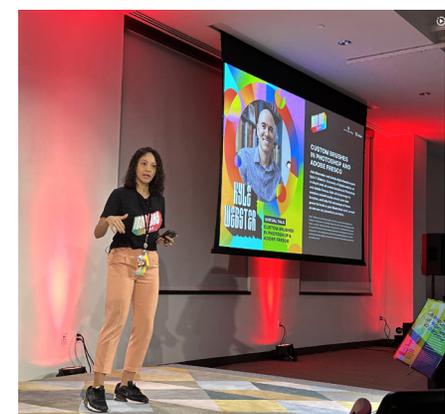
- Collaborated with directors and clients to assess promotional needs, developing storyboards, shot lists, and interview questions to guide production.
- Provided on-set art direction, overseeing videography, shot composition, and interview execution.
- Managed post-production workflows, including ingesting, organizing, and editing footage to create multiple video versions optimized for various platforms.

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- Art Direction
 - Video Production
 - Project Management

Creative Work Samples

IDEA DAY | EVENT BRAND DESIGN

I was selected to design the brand identity for a collaborative event between American Greetings and Adobe, tasked with capturing the excitement and creativity of both companies. I developed all marketing materials, creating an immersive and cohesive experience that seamlessly tied together every aspect of the event.



BIRTHDAYS MADE EASY | MEIJER STORE MARKETING CAMPAIGN DESIGN

I designed a nationwide marketing campaign featured in Meijer grocery stores, aimed at reminding shoppers to pick up their birthday essentials. The campaign included custom-designed icons that complemented the messaging and reinforced the celebratory theme.



ICONS



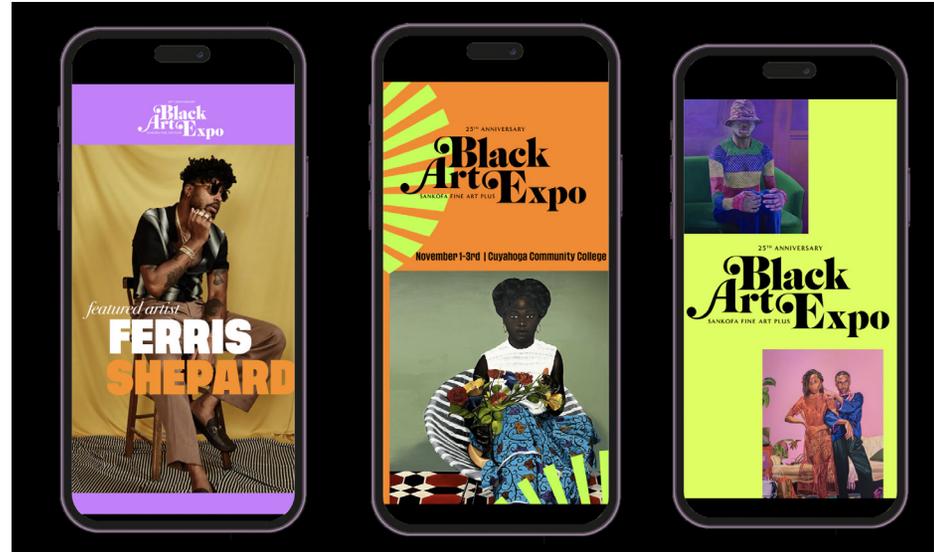
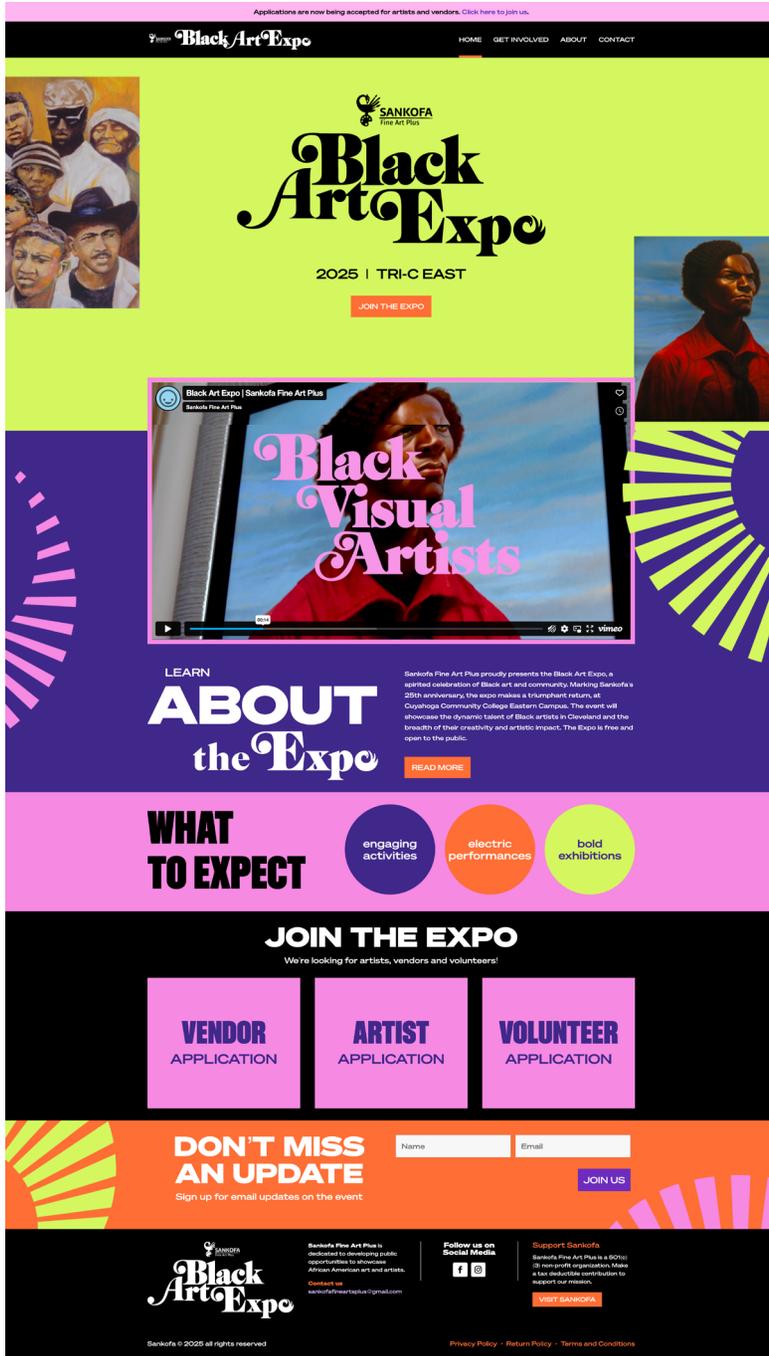
AMERICAN GREETINGS CELEBRATION WALL

I designed a 25-foot environmental wall display for American Greetings, showcasing the joy of celebrations and highlighting our products used in those moments. This interactive installation was created to engage both visitors and associates in the shared lobby space, enhancing the environment with a vibrant and inspiring visual experience.



BLACK ART EXPO | EVENT BRAND DESIGN

As the lead creative and marketing director for the upcoming Black Art Expo, I developed an event identity that celebrated Black artistry while remaining culturally relevant and inspiring excitement for the event. My work ensured the brand captured the essence of the expo and resonated with the audience.



Testimonials

I've collaborated with Kyra as an intern, an employee and a colleague on projects ranging from creative print media, book publishing, video production, and web development to online and live event production. In every case, she exceeded expectations and performed in a principled, professional and productive manner.

-Jaime Lombardo
Principle, Act 3 Creative

I've had the pleasure of working with Kyra in a number of capacities. Whether moderating a panel discussion or creating a website for me, she is an outstanding professional, strategic thinker and creative problem solver that I highly recommend to others.

- Deidre McPherson
Chief Community Officer,
Assembly for the Arts

Kyra's enthusiasm, focus, and intention are consistent—from her first days in the undergraduate classroom to her presence on stage at a professional event—she has a vision for creative leadership, and she wants to bring along everyone in her orbit.

- Jenn Visocky O'Grady
Associate Dean and Professor,
Cleveland State University